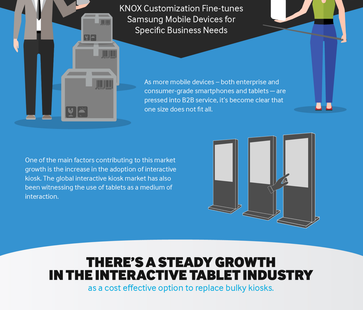
SAMSUNG

MORPHING MOBILE DEVICES INTO B2B WORKHORSES



KNOX Customization Fine-tunes Samsung Mobile Devices for Specific Business Needs

As more mobile devices – both enterprise and consumer-grade smartphones and tablets – are pressed into B2B service, it's become clear that one size does not fit all.

One of the main factors contributing to this market growth is the increase in the adoption of interactive kiosk. The global interactive kiosk market has also been witnessing the use of tablets as a medium of interaction.

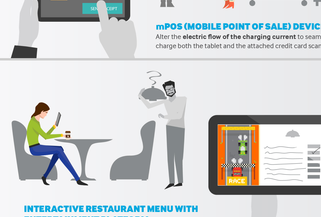
THERE'S A STEADY GROWTH IN THE INTERACTIVE TABLET INDUSTRY

as a cost effective option to replace bulky kiosks.

Source: Technavio Global Interactive Kiosk Market 2013-2016

THE KEY: KNOX CUSTOMIZATION

Transform Samsung devices into purpose-built appliances



Samsung's KNOX Customization transforms standard Samsung devices into targeted appliances for the B2B market like retail, manufacturing, transportation or a host of other industries. Businesses can fine-tune features and capabilities to meet the needs of almost any industry.

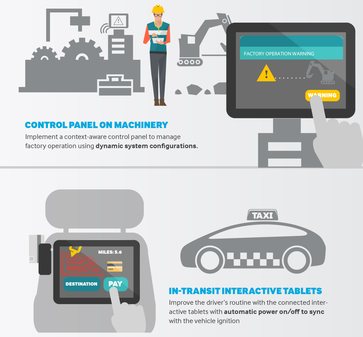
"Traditional IT is now being supplemented by purpose-built, industry specific technologies that are tailored by where and how they're used and the function it delivers."

Gartner, May 2014

CUSTOMIZED MOBILE DEVICES IN ACTION:

mPOS (MOBILE POINT OF SALE) DEVICE

Alter the **electric flow of the charging current** to seamlessly charge both the tablet and the attached credit card scanner.



INTERACTIVE RESTAURANT MENU WITH ENTERTAINMENT PLATFORM

Optimize the user interface by remapping **hardware key functions** to quickly switch between restaurant menu and entertainment app.

IN-FLIGHT ENTERTAINMENT SYSTEM

Offer entertainment with **greater controllability on wireless network and sounds** during take-off and landing.

MICRO-KIOSK FOR RETAIL AUTOMOBILE-PARTS SUPPLY STORE

Deliver comprehensive product listings and advertisements using **easy-to-customize kiosk** mode on mobile devices.

DIGITAL EDUCATIONAL EXPERIENCE

Provide blended learning environment by **moderating distractive use** of the device and **preloading academic content**.

CONTROL PANEL ON MACHINERY

Implement a context-aware control panel to manage factory operation using **dynamic system configurations**.

IN-TRANSIT INTERACTIVE TABLETS

Improve the driver's routine with the connected inter-active tablets with **automatic power on/off to sync** with the vehicle ignition

KNOX CUSTOMIZATION BENEFITS

- Wide device portfolio with KNOX Security
- Choice and flexibility improvement
- Business Consulting and Technical Support
- Productivity and user experience improvement
- Affordable commercial off-the-shelf hardware
- Cost effective adoption and maintenance

Highly Optimizable and Customizable Devices

For more information about KNOX Customization, visit
www.samsungknox.com

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